Fetish project outline

1. the concept of fetishism in cultural criticism, esp. visual culture analysis
a. film studies in the lead
changes over time
my own work on high heel shoe images

thus, how fundamental critical tools are taken up, used, changed over time

2. Sources
- anthropology/history of religion
  - naive belief that power is in t e fetish object
  - question of representation
  - prohibition on images
- Marxism: fetishism of commodities
- Freud on fetishism

review each of these

fetishism in the marketplace--porn image material
excessive categories, overlapping, etc.

then, in cultural analysis:
1. simplistic use
2. Mulvey, from Alan Jones

Jones and Pop
Andy Warhol--grant to Warhol museum
Jameson on Diamond Dust Shoes
Jameson on Van Gogh, Peasant Shoes
Derrida on Peasant Shoes